



NR-15-28

News Release

June 5, 2015

Ohio Floriculture Sales Ranked Seventh Nationally

Ohio is ranked seventh in the nation in value of wholesale sales of floriculture products in 2014, behind California, Florida, Michigan, Texas, New Jersey and North Carolina according to Cheryl Turner, State Statistician of the USDA, NASS, Ohio Field Office. Reports from Ohio's 349 commercial growers (\$10K or more in gross sales) showed an estimated wholesale value of \$195 million for all surveyed floriculture crops, down \$33.8 million from 2013. This estimate includes sales data reported by growers with \$100K or more in sales, plus a calculated wholesale value of sales for operations with sales from \$10K to \$99,999.

The ranking of crop category breakdowns for Ohio operations with more than \$100K in sales were:

First: **annual bedding/garden plants** with \$71.4 million in sales.

Second: **potted flowering plants** with \$58.2 million in sales.

Third: **herbaceous perennial plants** with \$45.5 million in sales.

Fourth: **foliage plants for indoor use** with \$7.4 million in sales.

Fifth: **propagative materials** with \$4.5 million in sales.

More specifically, the top ten Ohio floriculture crops based on revenue categories were:

Herbaceous Perennials Pots with 11.8 million pots sold, valued at \$37.8 million.

Potted Poinsettias with 2.4 million pots sold, valued at \$9.7 million.

Other Potted Flowering and Foliar Plants with 2.9 million pots sold, valued at \$8.8 million.

Other Flowering and Foliar Hanging Baskets with 0.9 million baskets sold, valued at \$7.4 million.

Other Flowering and Foliar Flats with 0.8 million flats sold, valued at \$6.7 million.

Potted Geranium (cuttings) with 1.8 million flats sold, valued at \$5.4 million.

Petunias Hanging Baskets with 0.6 million flats sold, valued at \$5.0 million.

Petunias Flats with 0.5 million flats sold, valued at \$4.9 million.

Potted Hardy/Garden Mums, herbaceous perennials with 1.5 million sold, valued at \$4.6 million.

Vegetable Type flats with 0.4 million flats sold, valued at \$3.6 million.

Total covered area for all operations in the state was 25.5 million square feet. This includes both rigid and film plastic greenhouses, glass greenhouses, shade, and temporary cover. 62 percent of the covered space was film, 29 percent was covered by glass, 6 percent was covered by fiberglass and other rigid materials, and 2 percent was covered by shade and temporary cover.

Nationally, the 2014 wholesale value of floriculture crops is down 4 percent from the 2013 valuation. The total crop value at wholesale for the 15-State program for all growers with \$10,000 or more in sales is estimated at \$4.07 billion for 2014, compared with \$4.25 billion for 2013. California continues to be the leading State with crops valued at \$1.05 billion. Florida, the next largest producer, is slightly up from the prior year to \$890 million in wholesale value. These two States account for 44 percent of the 15-State total value. For 2014, the top 5 States are California, Florida, Michigan, North Carolina and Texas, which account for \$2.78 billion, or 63 percent, of the 15-State total value.

The number of producers for 2014, at 4,849, is down 21 percent in the 15 States compared with the 2013 count of 6,115. Total covered area for floriculture crop production was 733 million square feet, down slightly from the 2013 area of 735 million square feet. The average peak number of hired workers employed on operations in 2014 is 22. A total of 3,761 operations hired workers during 2014. Overall, 78 percent of operations used some hired labor during 2014, an increase from 2013.

Media Contact: Cheryl Turner • 614-728-2100

P.O. Box 30239 • Lansing, MI 48909-9983
(517) 324-5300 • (517) 324-5299 FAX • www.nass.usda.gov

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